

A RESOLUTION

BY COUNCILMEMBER JIM MADDOX ~

A RESOLUTION REQUESTING THE ATLANTA CONVENTION AND VISITORS BUREAU TO CONDUCT A STUDY ON THE INSTALLATION OF INTERNATIONAL SIGNS AT MAJOR THOROUGHFARES THROUGHOUT THE CITY: AND FOR OTHER PURPOSES .

WHEREAS, according to the Atlanta Convention and Visitors Bureau's estimate, the City has hosted over 600,000 international visitors so far this year: and

WHEREAS, more than 1,200 foreign-owned companies from 41 foreign countries have operation here; and

WHEREAS, increasingly, their presence is having an impact on the City's cultural and economic landscape: and

WHEREAS, some of these visitors do not read English; and their tours and visits will be more enjoyable if there are internationally recognized signs throughout the city: and

WHEREAS, as the City of Atlanta is fast becoming a world-class city for tourism and business, it is in the best interest of the City to install internationally recognized signs to enhance the foreign visitors' shopping and sightseeing experience: and

WHEREAS, the Atlanta Convention and Visitors Bureau is the best entity to assist the City in that regard by undertaking the task of determining the types of signs, the quantity, the locations, and the cost.

NOW, THEREFORE BE IT RESOLVED BY THE COUNCIL OF THE CITY OF ATLANTA, GEORGIA, that the Atlanta Convention and Visitors Bureau is hereby requested to conduct a study on the installation of internationally recognized signs at major thoroughfares throughout the city such as downtown and airport areas.

BE IT FURTHER RESOLVED that the City's Municipal Clerk is hereby instructed to transmit a copy of this resolution to the Atlanta Convention and Visitors Bureau.